

**The 2011 Economic Impact of Travel on North Carolina Counties**  
**Prepared for the North Carolina Division of Tourism, Film and Sports Development**  
**By the U.S. Travel Association**

<b>County</b>	<b>Expenditures (\$ Millions)</b>	<b>Percent Change 2010/11</b>	<b>Payroll Employment (\$ Millions)</b>	<b>Employment (Thousands)</b>	<b>State Tax Receipts (\$ Millions)</b>	<b>Local Tax Receipts (\$ Millions)</b>
CHATHAM	27.73	10.8%	3.22	0.16	1.62	0.50
DAVIDSON	131.74	10.8%	17.99	0.91	7.28	4.27
FORSYTH	688.12	10.5%	114.02	6.01	40.02	12.75
MECKLENBURG	4,116.75	10.5%	1,355.03	43.26	198.91	103.17
ANSON	15.60	10.3%	1.84	0.10	0.89	0.39
ALAMANCE	150.27	10.3%	23.20	1.26	8.70	2.64
WAKE	1,698.87	10.2%	520.98	19.18	83.54	46.27
WASHINGTON	13.68	9.7%	1.73	0.09	0.75	0.58
RUTHERFORD	141.73	9.7%	19.44	1.12	8.32	4.18
CLEVELAND	88.20	9.6%	12.31	0.63	5.13	1.53
STANLY	67.45	9.6%	8.59	0.46	3.85	2.02
WARREN	23.64	9.6%	2.78	0.12	0.89	2.05
WAYNE	138.58	9.6%	17.85	0.97	8.37	2.09
AVERY	98.38	9.5%	21.77	1.16	5.17	4.38
GRANVILLE	40.89	9.5%	4.90	0.28	2.32	1.12
UNION	101.27	9.5%	15.30	0.85	5.70	1.84
SWAIN	280.50	9.4%	76.90	3.28	17.17	6.06
GATES	5.77	9.4%	0.48	0.02	0.34	0.21
MOORE	374.21	9.3%	81.30	4.88	20.04	11.52
BLADEN	34.25	9.3%	3.51	0.18	1.98	0.96
ALEXANDER	17.03	9.3%	2.43	0.11	0.93	0.71
RICHMOND	40.85	9.2%	7.04	0.39	2.21	0.78
JOHNSTON	191.12	9.2%	28.25	1.61	10.73	4.87
BURKE	78.50	9.2%	11.02	0.62	4.31	2.28
BERTIE	12.51	9.1%	1.21	0.05	0.68	0.70
JONES	3.72	8.9%	0.49	0.02	0.22	0.11
ORANGE	156.82	8.8%	28.72	1.65	8.60	3.04
HALIFAX	78.54	8.8%	9.10	0.49	4.71	1.68
CABARRUS	340.08	8.7%	72.93	3.79	20.10	5.59
COLUMBUS	46.13	8.6%	5.40	0.28	2.61	1.26
NORTHAMPTON	12.97	8.6%	1.45	0.05	0.58	1.09
GUILFORD	1,093.05	8.6%	261.58	11.79	57.55	25.08
ONSLOW	195.36	8.4%	34.91	1.67	10.32	7.40
SAMPSON	43.91	8.3%	5.49	0.28	2.43	1.39
LINCOLN	45.42	8.3%	7.10	0.35	2.51	1.34
HARNETT	68.56	8.2%	9.45	0.54	3.81	1.56
FRANKLIN	20.43	8.1%	2.30	0.12	1.14	0.51
DURHAM	590.54	8.1%	118.63	7.20	32.62	17.27
SURRY	102.52	7.9%	14.39	0.76	5.72	2.19

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WILKES	62.33	7.9%	8.85	0.49	3.11	1.54
WILSON	97.59	7.8%	14.10	0.78	5.68	1.84
VANCE	41.76	7.8%	5.45	0.28	2.41	1.22
CASWELL	7.39	7.8%	0.74	0.04	0.36	0.53
MCDOWELL	47.52	7.8%	6.88	0.39	2.51	1.73
CUMBERLAND	450.11	7.8%	80.97	4.20	24.52	9.44
TRANSYLVANIA	77.32	7.8%	13.55	0.71	3.14	3.58
GREENE	5.19	7.6%	0.49	0.03	0.29	0.18
CATAWBA	215.67	7.6%	38.10	2.09	11.81	6.52
GASTON	205.03	7.5%	31.42	1.70	11.73	3.39
IREDELL	194.41	7.4%	29.18	1.61	10.83	6.02
BUNCOMBE	783.01	7.4%	165.20	9.07	41.32	24.18
HERTFORD	25.00	7.4%	3.08	0.17	1.45	0.63
CRAVEN	116.29	7.4%	21.39	1.04	6.37	2.56
POLK	21.75	7.3%	3.01	0.17	1.13	1.22
MITCHELL	20.48	7.2%	3.01	0.16	0.92	0.89
MADISON	30.60	7.2%	5.75	0.30	1.62	1.41
CHEROKEE	33.92	7.2%	5.00	0.29	1.67	2.05
PITT	194.66	7.1%	37.07	1.95	10.30	4.36
DUPLIN	34.65	7.0%	3.84	0.19	2.00	1.14
DAVIE	30.45	6.9%	5.30	0.27	1.70	0.53
HOKE	10.04	6.9%	1.20	0.07	0.56	0.16
CAMDEN	1.82	6.9%	0.19	0.01	0.10	0.15
PERSON	31.54	6.8%	3.77	0.21	1.81	0.69
JACKSON	66.79	6.7%	10.68	0.57	3.15	5.27
SCOTLAND	38.00	6.7%	6.03	0.35	2.11	0.67
LEE	63.87	6.7%	10.89	0.59	3.67	1.30
MONTGOMERY	23.62	6.6%	2.31	0.10	1.12	2.20
YADKIN	31.31	6.6%	5.20	0.32	1.71	0.77
MARTIN	27.72	6.5%	4.00	0.22	1.52	0.69
RANDOLPH	115.43	6.5%	17.05	0.89	6.88	1.86
TYRRELL	3.31	6.3%	0.31	0.01	0.15	0.32
NEW HANOVER	425.84	6.2%	94.44	5.10	21.65	17.53
STOKES	21.27	6.0%	2.63	0.13	1.09	0.83
BRUNSWICK	418.03	5.7%	75.83	4.67	20.40	26.32
ROBESON	123.05	5.7%	17.82	1.06	7.07	2.46
EDGECOMBE	51.84	5.7%	6.89	0.35	2.86	0.87
CALDWELL	44.83	5.6%	6.52	0.32	2.43	1.38
ASHE	45.34	5.5%	6.46	0.37	2.37	2.47

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ROCKINGHAM	60.05	5.2%	9.58	0.52	3.23	1.45
DARE	877.18	5.1%	175.74	11.26	44.28	40.54
NASH	245.85	5.1%	46.19	2.81	13.26	6.59
BEAUFORT	70.36	5.1%	8.85	0.44	3.59	4.21
PASQUOTANK	53.19	5.0%	7.89	0.47	2.98	1.20
PENDER	76.39	4.9%	12.76	0.72	3.72	5.30
ROWAN	130.62	4.8%	20.67	1.18	7.07	4.32
LENOIR	78.36	4.8%	12.62	0.63	4.37	1.51
PAMLICO	15.04	4.7%	1.72	0.08	0.64	1.67
CHOWAN	17.18	4.4%	2.46	0.14	0.85	1.08
ALLEGHANY	21.62	4.4%	3.76	0.18	1.07	1.45
PERQUIMANS	9.03	4.3%	1.06	0.04	0.39	1.03
WATAUGA	197.56	4.1%	42.17	2.40	10.35	7.81
GRAHAM	23.73	4.0%	4.01	0.25	1.16	1.57
CLAY	11.65	3.8%	1.24	0.06	0.50	1.29
YANCEY	31.04	3.8%	4.87	0.23	1.45	2.23
CURRITUCK	121.34	3.6%	22.01	1.38	5.48	5.78
HAYWOOD	120.40	3.5%	22.76	1.28	6.40	4.95
MACON	126.15	3.3%	21.40	1.10	5.96	10.28
HENDERSON	209.39	3.1%	36.38	1.93	9.79	9.31
CARTERET	278.74	2.7%	48.77	2.96	13.20	17.38
HYDE	31.69	2.5%	5.91	0.38	1.57	1.72
<b>STATE TOTALS</b>	<b>\$18,421.06</b>	<b>8.3%</b>	<b>\$4,192.47</b>	<b>188.42</b>	<b>\$959.61</b>	<b>\$560.93</b>